

Workplan Logistics

I. Selling/Execution Detail

Month: April

Promotion: WINSTON DPC

Promotion #: 800340

Item #: Shipper/Display - #541553, VPRs - #541550

Segment: Lower Volume Outlets Not Receiving Other RJR Promotions

SKU Quantity: 20

Placement/MSA Reporting: WIN APR .30/1 PK

Reporting Dates: 4/6/98 - 5/29/98

Promotion Details: 1) Promotion Description - Provide VPR discounting in lower volume accounts. Thirty cents off 1 pack of WINSTON Box or WINSTON Lights Box. Utilize VPR discounting.

2) Materials Description - Display Item #541553; and VPRS, 20 per sheet, Item #541550

3) Recommended Displays - 20-Pack DPC Display (#541553)

Pricing Details: - Invoice Description: WINSTON \$.30 DPC

- Pricing: Reduced list price.

- Terms: Standard 3.25%. .5 EFT.

- Additional Allowance: N/A

Promotional Packaging UPC: N/A

Product UPC: N/A

VAP Payment Per 6M Case: 1) Pack Only - \$9.50

2) Pack and Ship - \$14.00

II. Promotion Timing

Allocations Available: 1/12/98

Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 2/16/98

First Delivery Date to Direct Accounts: 3/9/98

VAP/Delivery Date to Retail Accounts: 4/6/98

Last Delivery Date to Direct Accounts: 4/20/98

Roll Remaining Allocations to National/Clean-Up: N/A

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